

The 9 Essential Steps of Successful International Networking©

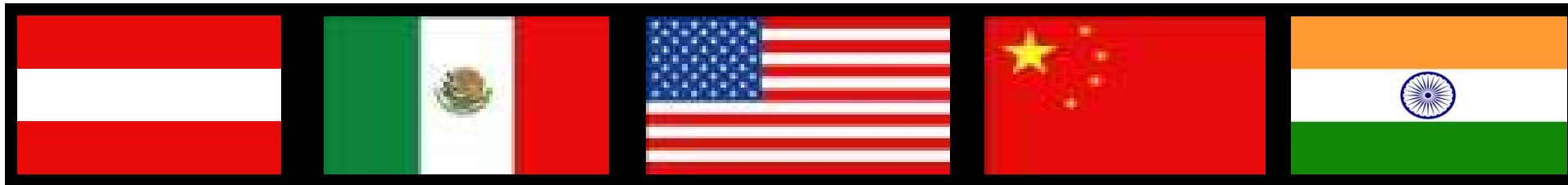


Part One



Utah Governor's Office of
Economic Development





Welcome

Franz Kolb

Director

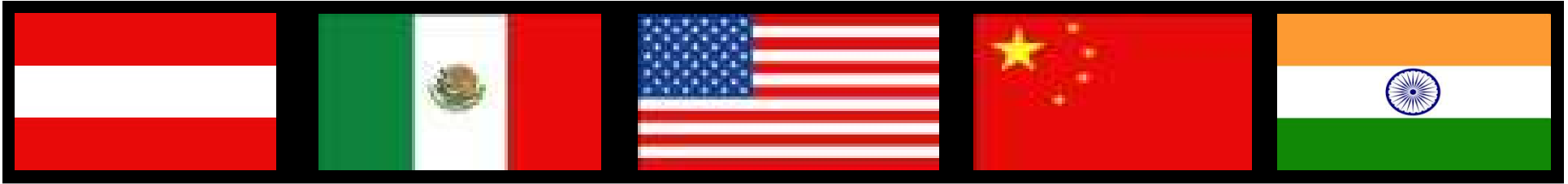
Africa, Europe, Middle East, and India
Governor's Office of Economic Development,

Lew Cramer

President & CEO

World Trade Center—Utah





Agenda

9 Steps explained

Franz Kolb and Lew Cramer

Social networking

David Bradford

Participant review

Participants are given a few minutes to look over the 9 principles in private

Group activity

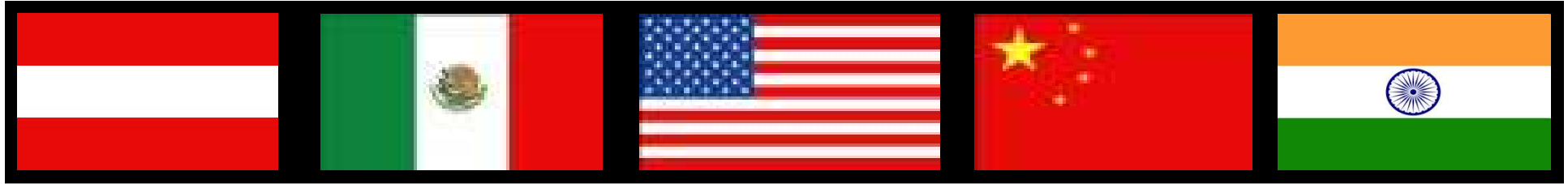
Debriefs

Regional Presentations

Lunch/Networking

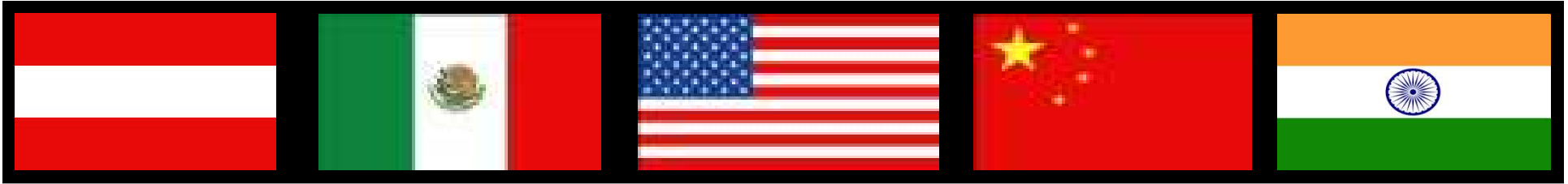
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The 9 Steps Defined

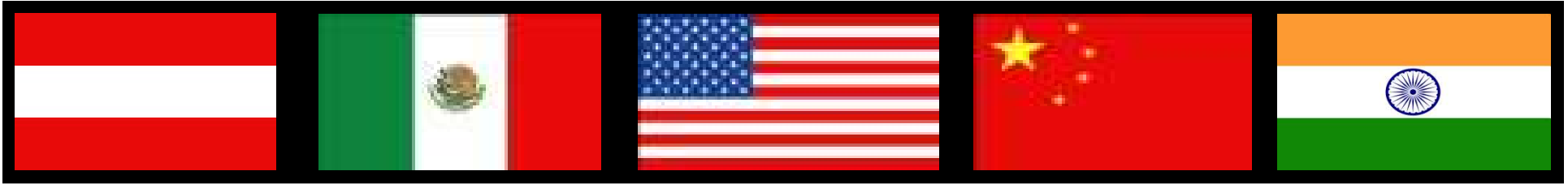




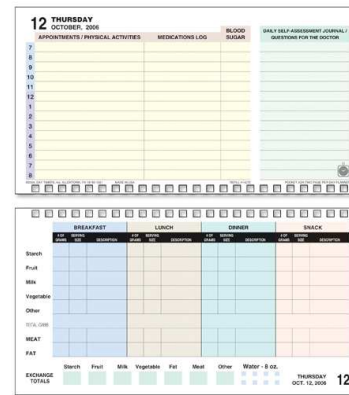
Step 1: Pre-Contact Preparation

- Every contact is an opportunity
 - Prioritize Contacts
 - Calendar/Notetaking Tools
- Wear correct attire

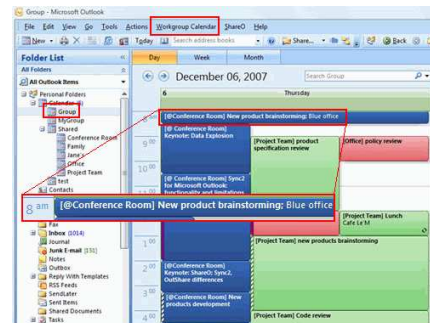


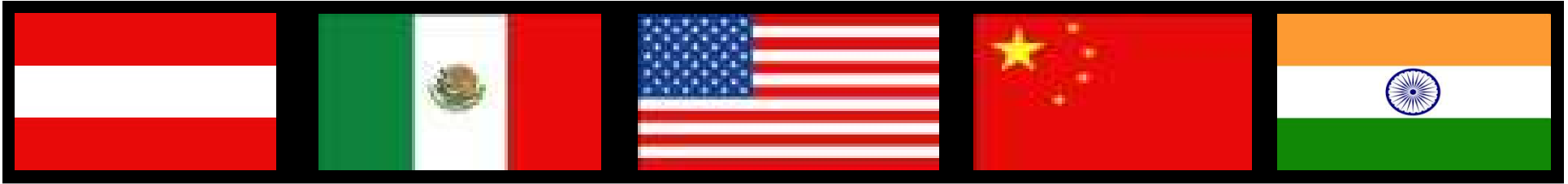


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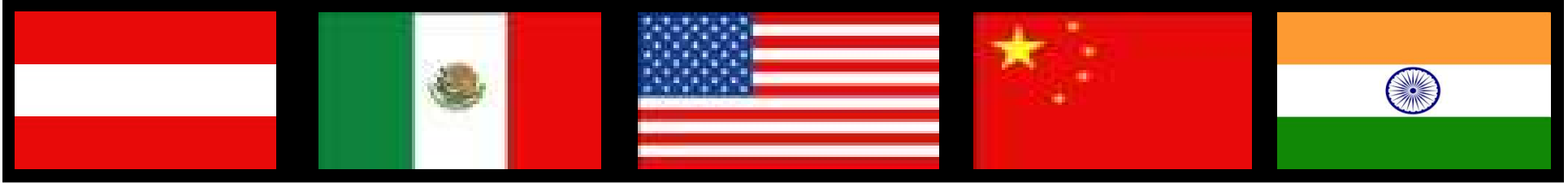




Step 2: The Greeting

- Appropriate cultural greeting
- Effective ways to give business cards



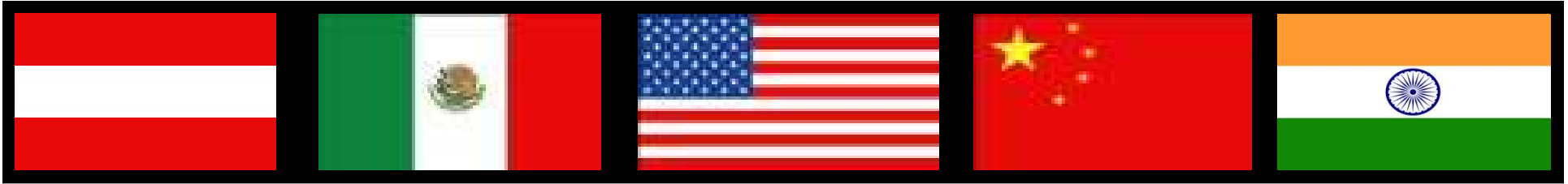


Step 3: Focus on the Individual Contact



- Establish commonalities
 - What are the hot buttons?
- Always be there with the person 100%

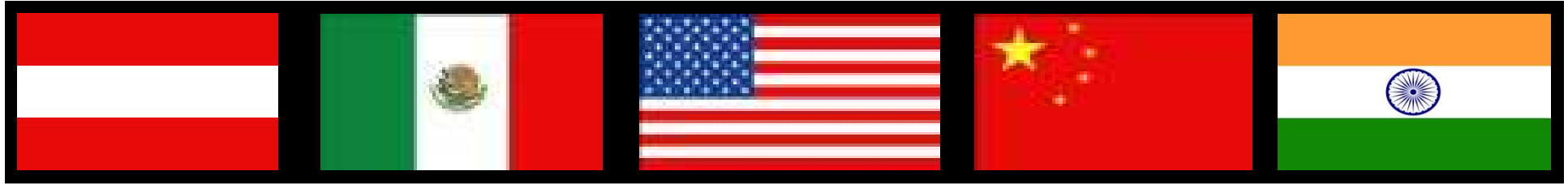




Step 4: Focus on Communication with the Individual

- Mine for information
 - Take good notes
 - Active listening
- Compliment person sincerely
 - Be careful with jokes

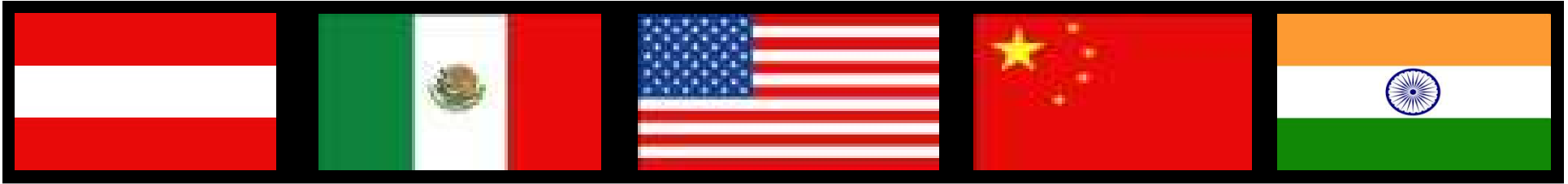




Step 5: Search for Added Value

- Introduction to partners. Be a facilitator

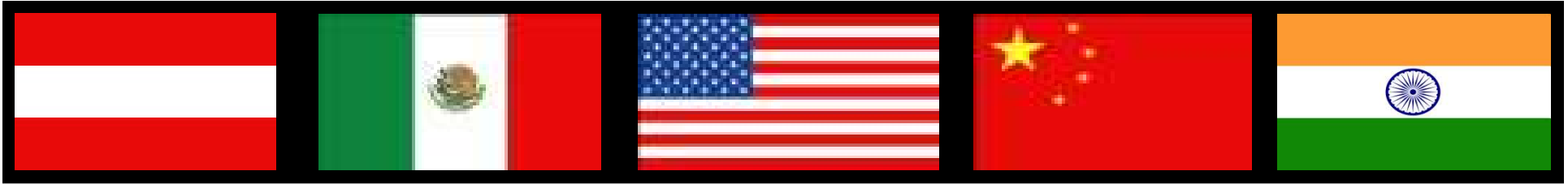




Step 6: Be Courteous

- Be cognizant of others' time
- Read between the lines for meaning
- Gracious way to move on

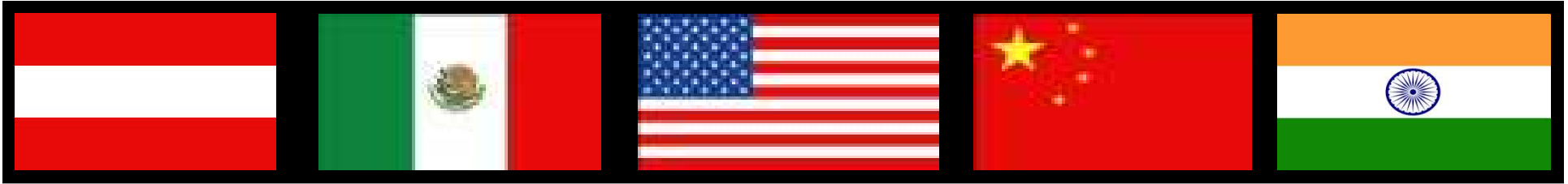




Step 7: Leave a Token of Appreciation

- Gifts. What is appropriate and what is not.

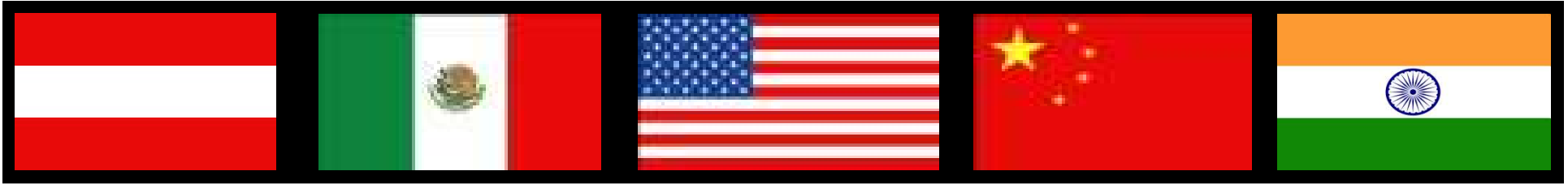




Step 8: Show gratitude

- Stay in touch with contacts



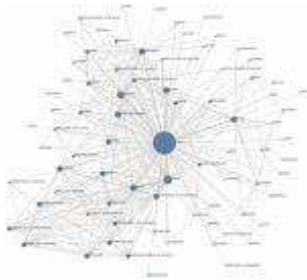
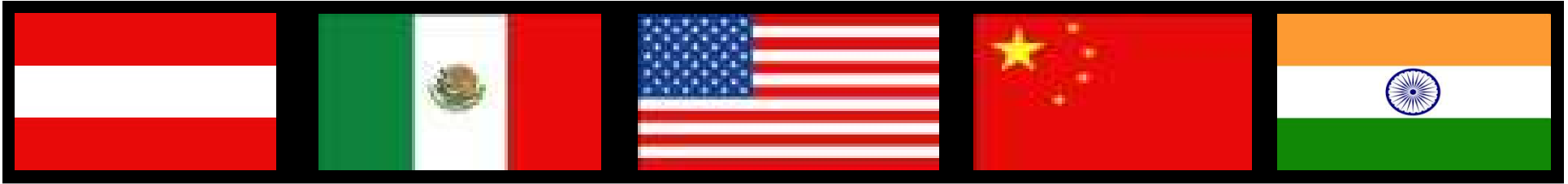


Step 9: Follow-up



- Utilize networking database
- Telephone and email in timely manner

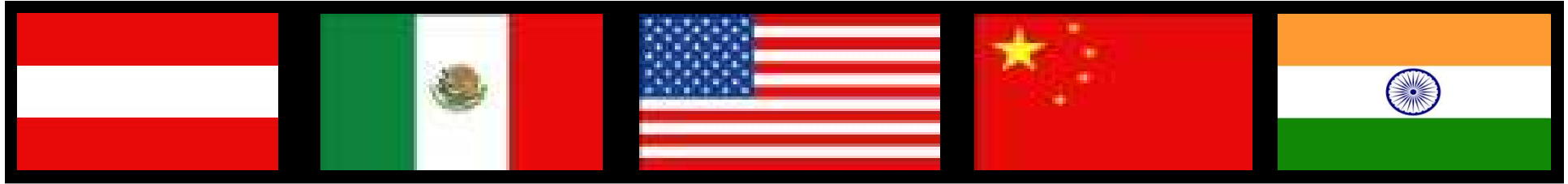




Social Networking

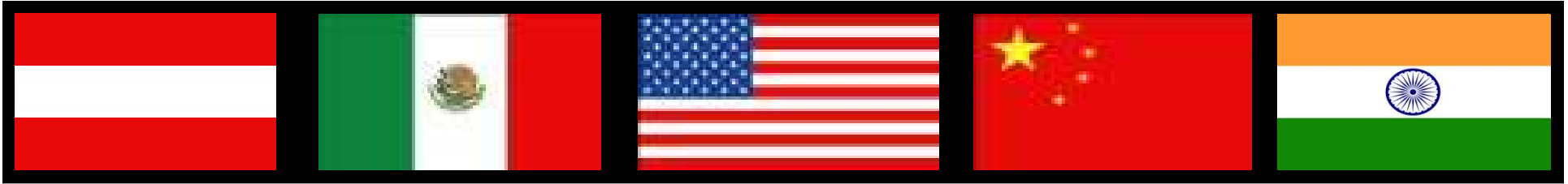
David Bradford
CEO, Fusion-io



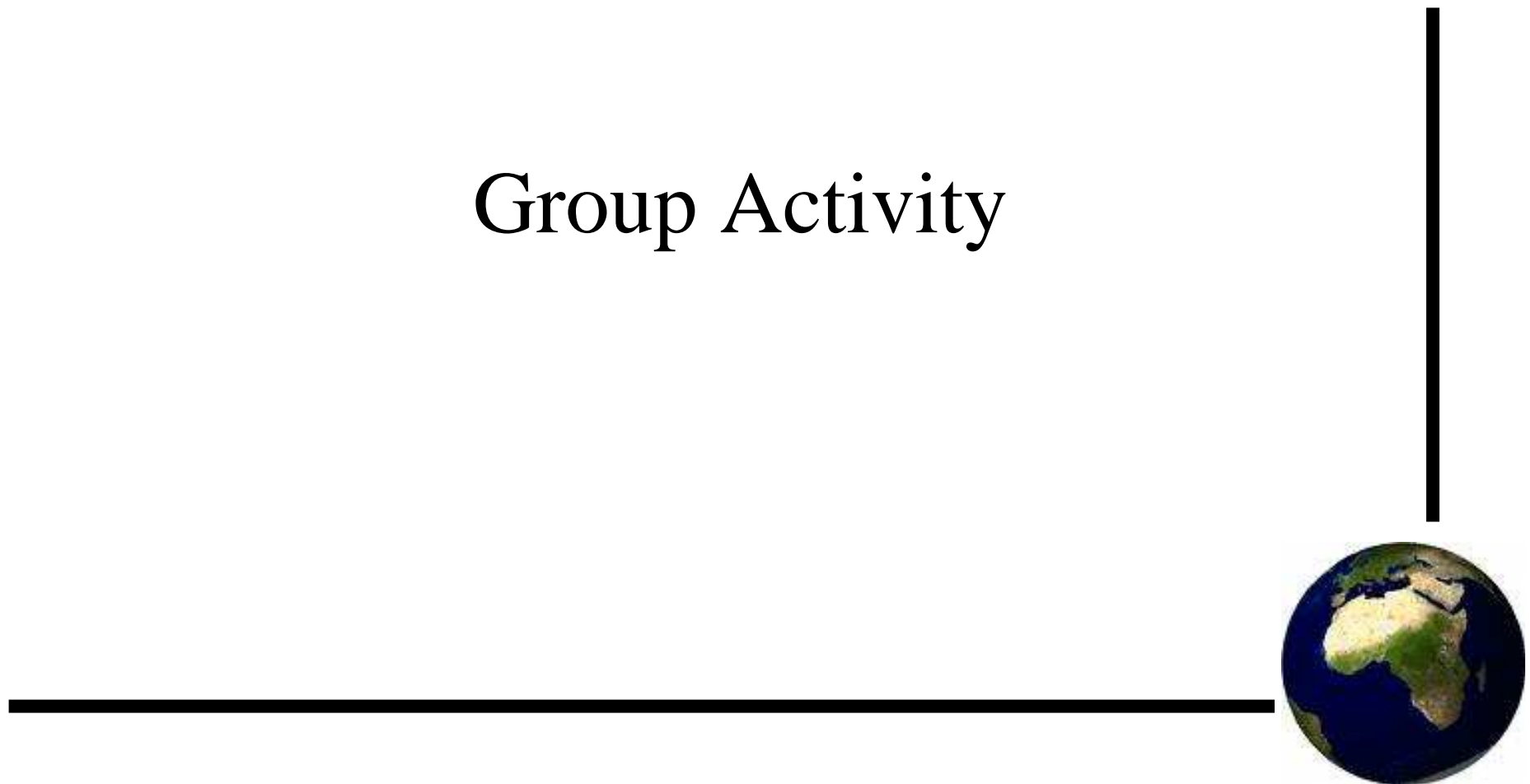


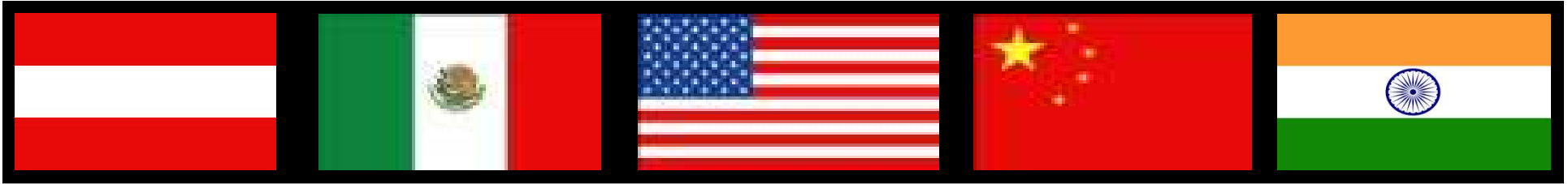
Participants' Review



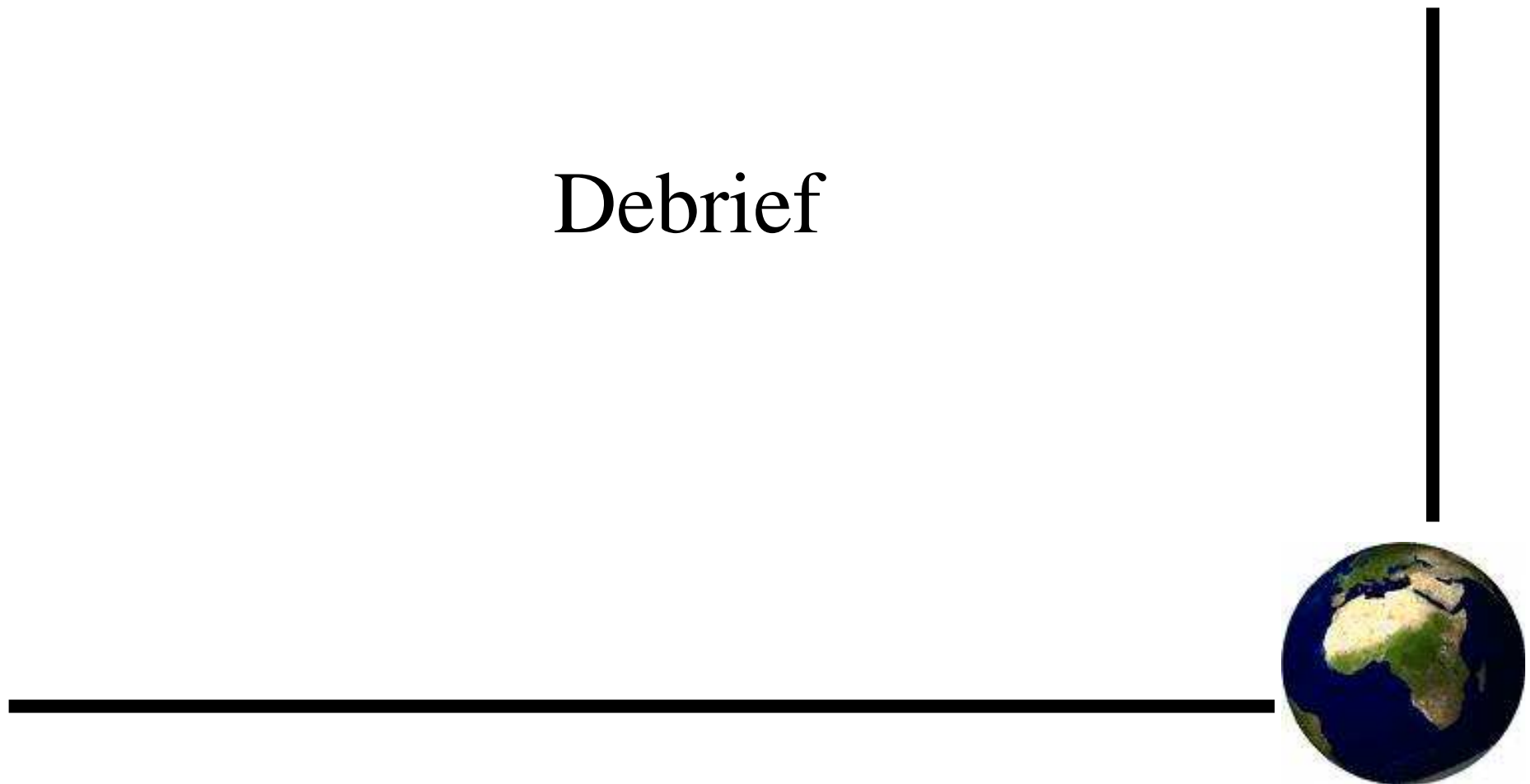


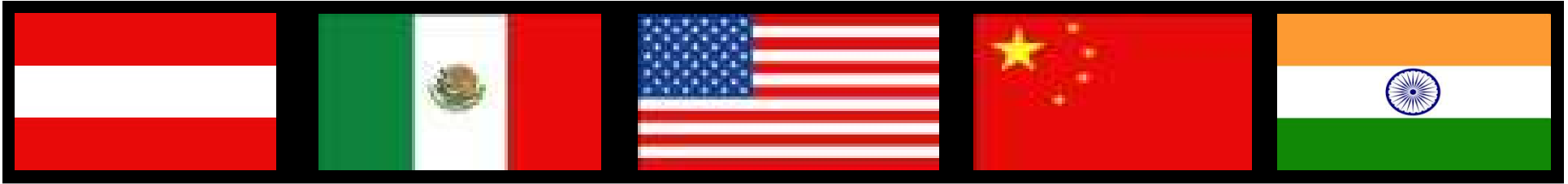
Group Activity





Debrief



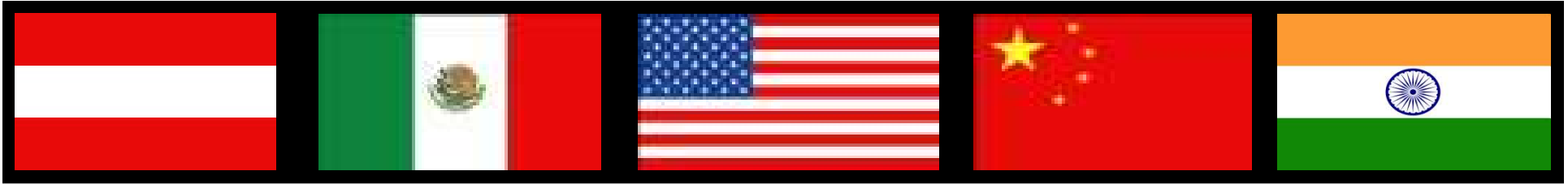


Regional Presentations

India

Pratap Khanwilkar
Founder, Worldheart



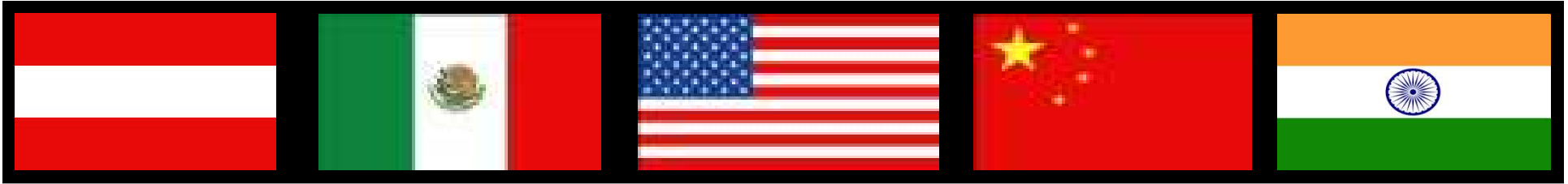


Regional Presentations

Asia

Aaron Wong
CEO, Arrow Quality International



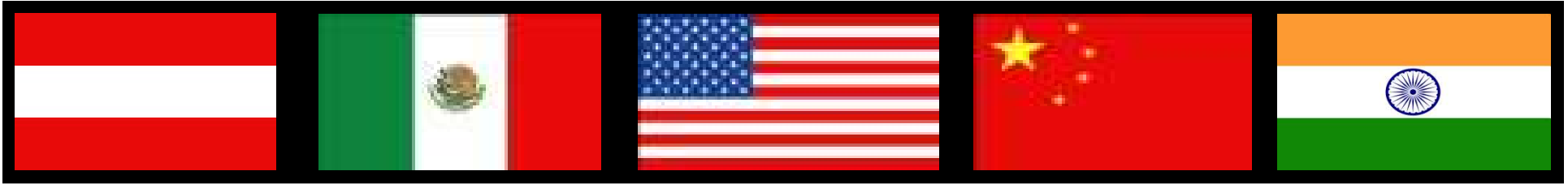


Regional Presentations

Europe

Baldomero Lago
Honorary Consul, Consulate of Spain



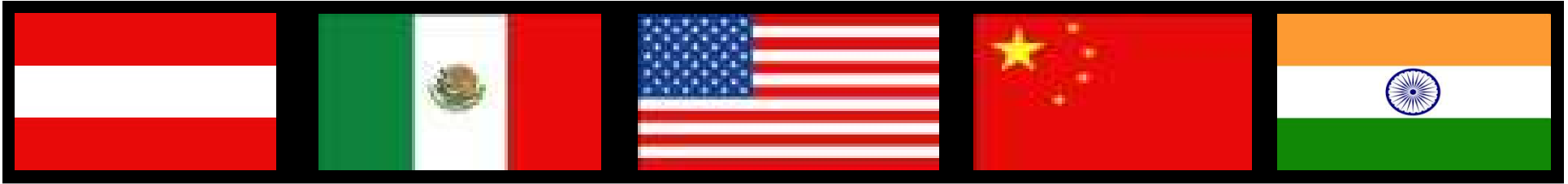


Regional Presentations

Europe

Gian Zini
Attorney at Law



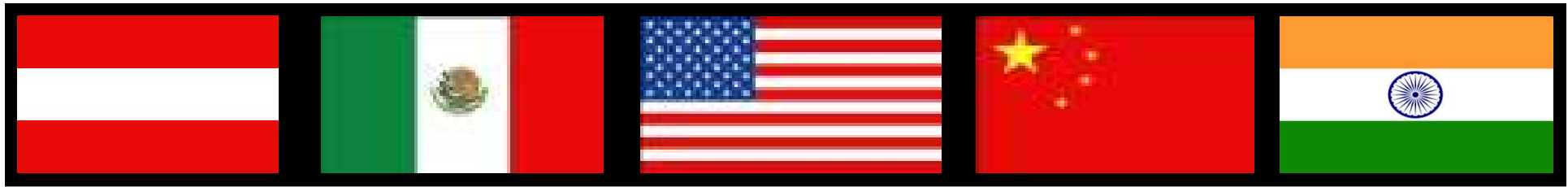


Regional Presentations

Middle East

Tarek Mango
CEO, Mango Enterprises



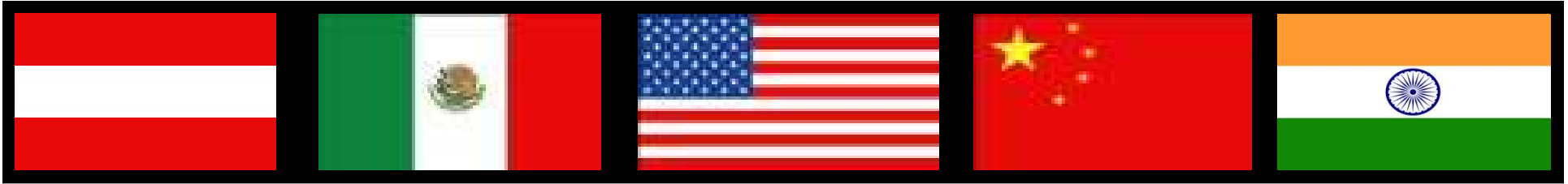


Regional Presentations

Middle East

Yara Anabtawi
BMG Financial Group



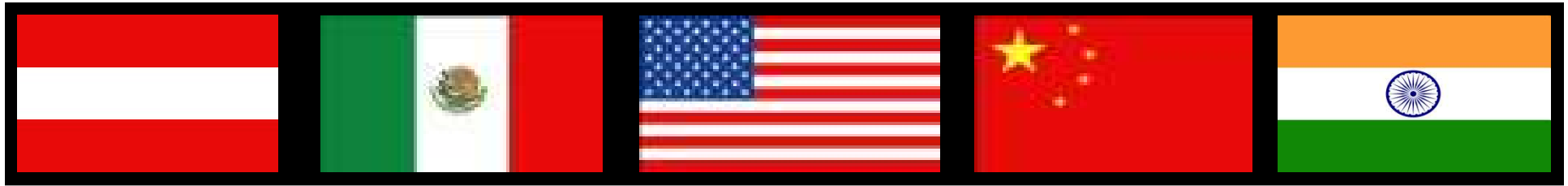


Regional Presentations

South America

John Harris
U.S. Foreign Commercial Service



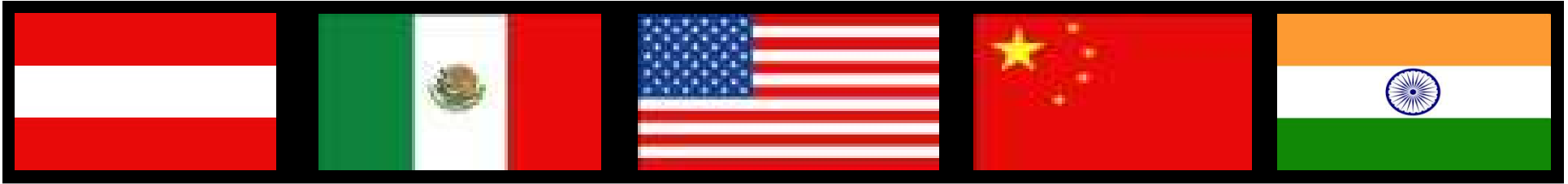


Regional Presentations

South America

Miguel Rovira
Director—Americas, GOED





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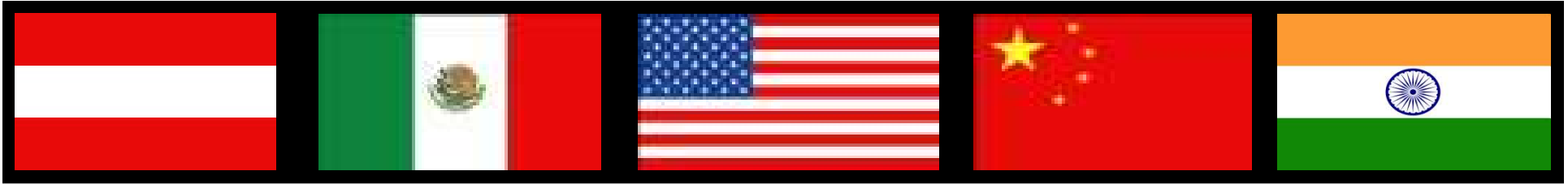


Lunch



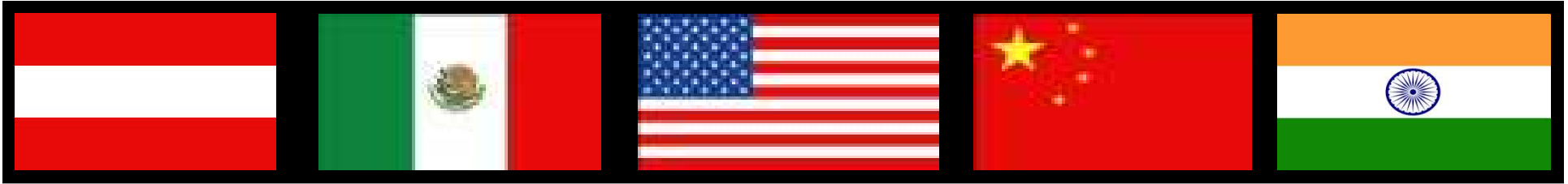
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The Nine Steps International Networking Blog





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Debrief



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